

MINUTES OF THE REGULAR MEETING OF THE TOBACCO USE PREVENTION AND CESSATION EXECUTIVE BOARD

November 16, 2000

The regular meeting of the Tobacco Use Prevention and Cessation Executive Board was called to order at 1:40 p.m., E.S.T., in Rice Auditorium of the Indiana State Department of Health (ISDH) Building by Bain Farris, Chairman. The following Executive and Advisory Board members were present for all or part of the meeting:

Bain J. Farris, Chairman
Ms. Ronnie Greenberg
Alan Snell, MD
Robert Keen, PhD
Michael Blood, MD
Peggy Voelz
Robbie Barkley
Steve Simpson, MD
Richard Huber, MD
Patricia Hart
Alice Weathers
James Jones
Mohammad Torabi, PhD
J. Michael Meyer
Karla Sneegas
Richard D. Feldman, MD (Ex-Officio)
Janet Corson for Katie Humphreys (Ex-Officio)
Phyllis Lewis for Suellen Reed, EdD (Ex-Officio)
Karen Freeman-Wilson (Ex-Officio)
Kate Taylor (Advisory Board)
Arden Christen, DDS (Advisory Board)
Diana Swanson, NP (Advisory Board)
Cecelia Bordador (Advisory Board)
Kay Wheeler (Advisory Board)

The following Executive and Advisory Board members were not in attendance:

Stephen Jay, MD
Pamela Peterson-Hines
Steven Guthrie (Advisory Board)
Heather McCarthy (Advisory Board)
Bennett Desadier, MD (Advisory Board)
Steve Montgomery (Advisory Board)

Olga Villa Parra (Advisory Board)
Nadine McDowell (Advisory Board)
Robert Arnold (Advisory Board)
Diane Clements (Advisory Board)

Others in attendance:

Penny Davis, Indiana State Excise Police
Steve Anderson, Indiana State Excise Police
Jackie Robbins, Indiana State Excise Police
Greg Ullrich, Attorney General's Office
John A. Braeckel, ISDH
Louise Polansky, FSSA/DMH
Darla Shields, MZD Advertising
Sharon Shotts, MZD Advertising
Harry Davis, MZD Advertising
John Smith, American Lung Association of Indiana
Frank Kenny, American Lung Association of Indiana
Dr. Rick Markoff, STAR Alliance
Nancy DiLaura, STAR Alliance
Stuart Buttrick, Baker & Daniels
Kelly Alley, Smokefree Indiana
Robyn Eley, Smokefree Indiana
Korey Antonelli, IPRC/TRIP
Lisa Cole, Mad Science of North Central Indiana
Sandy Cummings, Marion Co. Health Dept.
Becky Tuttle, Marion Co. Health Dept.
Gurinda Hohl, Marion Co. Health Dept.
Shirley Lindsey, Bloomington Hospital
Lawrence Vesely, Bloomington Hospital
Lori Davis, Bloomington Hospital
Mike Pitts, Indiana Petroleum Marketers & Convenience Store Association
Bill Ullrich, Attorney/Consultant
Ann Blackmer, Blackmer & Blackmer
Grant Monohan, Indiana Retail Council
Caslie Stockey, Indianapolis Star
Jeff Klopfenstein, WRTV
Sister Sue Jenkins, WKOG TV 31
Jim Arvin, Indianapolis Public Schools
Charlie Hiltunen, Lobbyist
Michael Cash, Lobbyist
Debi Hudson, IU Cancer Center-Nicotine Dependence Program
Jenny Moss, Cardinal Health Systems

I. Minutes

Mr. Farris asked for discussion and/or corrections to the October 19, 2000 minutes and the 2001 Board meeting dates from January to July. Hearing no corrections Mr. Farris entertained a motion to approve the October 19th minutes as distributed and the 2001 Board meeting dates from January to July. Dr. Huber asked for a clarification on Page 6, 2nd paragraph of the October 19th minutes. Mr. Farris stated that he proposed that the RFP process begin before the new agency is fully staffed. Recommendations on the process and proposed priorities to target will be discussed today. It is item number III on the agenda. On a motion made by Doctor Torabi, seconded by Doctor Snell, and passed unanimously, the Board approved the October 19th minutes as distributed and the 2001 Board meeting dates from January to July.

II. Presentation: Programs to Address Tobacco Use in Indiana

Bloomington Hospital Tobacco Programs

Shirley Lindsey, Respiratory Therapist, presented information about the Bloomington Hospital Tobacco Education Group (TEG). The TEG is a mandatory program for students to fulfill the requirements of the pretrial diversion option through the Monroe County Prosecutor's Office. The main goals of the TEG are:

- To provide basic information on the processes and effects of tobacco use
- To provide a positive alternative to suspension or other judicial punishment
- To motivate participants to adopt a healthier lifestyle
- To motivate participants to join an ongoing cessation group such as the Tobacco Awareness Program (TAP)

Ms. Lindsey distributed a TEG survey summary for year 2000. The summary included information collected both the first and last day of the class.

Bloomington Hospital also provides a voluntary program entitled Tobacco Awareness Program (TAP) during the school year to middle and high school students. The goal is for the TEG participants to continue their education with the TAP.

Other programs in addition to TEG and TAP provided by Bloomington Hospital include:

- Tobacco Education in Schools (for 3rd and 4th grade students)
- Tar Wars Education in Schools (for 5th grade students)
- COPD Home Management (for discharged COPD patients)
- Tobacco Education for Adolescent Psych Patients
- Tobacco Cessation (for adults)

Costs for the above programs for 2.11 full time employees, including fringe, is approximately \$94,271.42 a year.

Doctor Feldman asked if the TEG students teach the TAP students. Ms. Lindsey stated that volunteers teach the TAP students.

Janet Corson asked if the TAP program has pre and post-testing results. Ms. Lindsey stated they do have pre- and post-testing results. She will bring that information to the December meeting.

Karla Sneegas asked about a link between the TEG and TAP students and better tobacco prevention policy in the community. Ms. Lindsey stated that they do not have specific statistics on the policy aspect, but the programs appear to have an effect on the peer and support groups.

Larry Vesely, Bloomington Hospital, presented information on the funding for the TEG and TAP programs and the adult anti-tobacco programs offered. The Hospital received a three-year start up grant of \$15,000 to begin the TEG and TAP programs. The Hospital receives no funding through the prosecutor's office for the TEG program. Some of the children's programs and the adult programs (COPD Home Management Program and Outpatient Cardiopulmonary Rehabilitation Program) are funded through the Respiratory Therapy budget from the hospital foundation.

Doctor Blood asked why funding was not received through the prosecutor's office and commented that it seems appropriate given the fact that they mandate the offender attend the program. Mr. Vesely responded that the prosecutor's office cited a legal issue about writing a check to the hospital.

Doctor Simpson asked if the hospital was private or public and who owned the hospital. Mr. Vesely stated that Bloomington Hospital is a not-for-profit entity and is owned by the League of Women Voters.

Doctor Feldman asked what makes the program successful? Ms. Lindsey stated that she contributed the success to changes in attitude and the fact that somebody cares whether the person smokes or not.

Kay Wheeler, Advisory Board, stated that she teaches the TEG and TAP programs in Fort Wayne and her statistics are almost identical to those from Bloomington Hospital. Many of the students have relayed that the program made their smoking habit a reality.

Doctor Blood commented that when the parents smoke in the home there is a 90% chance that the children will also smoke. Effective ways to reach adults is to put pressure on them through their children and grandchildren.

Doctor Keen distributed an article from the Indianapolis Star about the “Tobacco Free Teens” program offered through the Hancock Memorial Hospital in Greenfield to children caught smoking.

Indiana School Drug Counselors

Jim Arvin, Safe and Drug Free Schools Drug Education Coordinator with the Indianapolis Public School System updated the Board on their anti-tobacco programs. There are approximately 67 different programs. These programs are a coordinated effort between church, family, schools, community, etc.

Mr. Arvin distributed the IPS Drug Education/Intervention Department Anti-Drug Blueprint document. This document includes: 1) the governing House Enrolled Act 1290 which mandates school instruction concerning the effects of alcohol, tobacco, prescription drugs, and controlled substances on the human body and society at large; 2) an Anti-Drug Violence Flowchart and description of the curricula offered; 3) the drug education mission statement; information on the Student Assistance Programs (SAP); and a chart of the Safe and Drug Free School Grants received from 1991 to 1999. These type of programs are the most effective when people work together in a comprehensive manner to focus on "what's best for the kids."

Mr. Arvin distributed a rationale and consideration to the Board for funding for IPS programs through the Tobacco Settlement monies. He stated there also needs to be consideration for alcohol and other drug programs, as well as tobacco programs.

Doctor Torabi asked why the budget has decreased over the last ten years. Mr. Arvin stated that the decrease is actually from the national level and not the state level.

Doctor Snell asked if there was evidence that shows that the results for anti-tobacco programs are more or less effective when combined with education on alcohol and other drugs. Mr. Arvin stated that the Blueprint document contains charts that show the percentage of the use of alcohol, tobacco and other drugs in IPS Grades 6, 8, 10 & 12. Marijuana is the one drug that is above the national and state percentages in IPS Grades 6, 8, 10 & 12.

Doctor Huber asked how to find out what each school system policy is in regard to tobacco use. Phyllis Lewis, Department of Education, stated that each school system would have to be contacted individually for that specific information.

Doctor Huber asked if schools must provide information on the effectiveness of their anti-tobacco programs to receive funding for the next year. Phyllis Lewis responded that specific indicators are not identified, but the schools are encouraged to list their assessments/surveys of programs.

Indiana State Excise Police

Penny Davis, Superintendent of the Indiana State Excise Police, introduced Major Steve Anderson and Officer Jackie Robbins. The State Excise Police goal is to reduce the availability and accessibility of tobacco products to youth. The agency has three main goals which is to prevent: 1) sale of alcohol to minors, 2) sale of tobacco to minors and 3) selling to intoxicated persons. The State Excise Police Plan includes public awareness, education, enforcement and penalty. The agency educates retailers on how to recognize fake identification cards and questions retailers can ask the customer to verify the driver's license information. There are many reasons for fake identification cards, i.e. financial fraud, citizenship status, driving, and identity change. The major reason is underage drinking and smoking.

The State Excise Police had tobacco enforcement until 1973 for the purpose of taxation. In 1973 the agency had 74 officers. Currently there are 54 Officers. An Excise Officer is vested with full police powers and duties to enforce: 1) the provisions of IC 7.1-2-2-9 (statutory authority); 2) any other law of this state relating to alcohol or alcoholic beverages; and 3) tobacco laws, including tobacco vending machines. The agency retailer compliance checks are done by one excise officer, one adult chaperone and two juveniles ages 14 to 16 years of age. It takes approximately four hours to complete ten compliance checks.

As in the words of U.S. Surgeon General David Satcher, "The Time to Act is Now." The message to youth that tobacco is harmful is generally followed by the real world practice of sales and advertising. Education and information are important, but compliance is necessary to reinforce the message. State Excise Police currently initiate more tobacco contacts than most law enforcement agencies.

Karla Sneegas asked who to contact about vending machine violations. Penny Davis stated that violators can be reported at 317/232-2453.

Peggy Voelz stated that 75% of the kids in Columbus have no problem getting tobacco products. Ms. Davis stated that enforcement, resources and education should help alleviate the problem, along with combined efforts of all agencies.

Karen Freeman-Wilson asked if the State Excise Police collaborate with the local law enforcement officials. Ms. Davis stated that they have a very good working relationship with local law enforcement officials especially on tobacco enforcement.

Doctor Feldman asked if the State Excise Police receive full cooperation with the county prosecutors when violations are issued to retailers and/or youth. Ms. Davis stated that some areas are better than others. Educating county prosecutors is the key for better cooperation.

III. Proposed Interim Tobacco Fund Allocation Strategy

Mr. Farris distributed a proposed tobacco fund allocation interim strategy to the Board for discussion and approval. The interim strategy proposes to allocate a portion (approximately \$7.5 Million) of the tobacco funds to support proven programs for high-risk populations. The allocation of this funding will be based on the Mission Statement and Principles adopted by the Board in October, 2000. This approach will help start or expand tobacco-related initiatives in Indiana based on successful prevention and cessation programs. The remainder of the funds will be allocated based on the long-range state tobacco plan.

The interim strategy proposes to address the following issues:

- tobacco use prevention
- tobacco use cessation

The programs proposed should target one or more of the following at-risk populations:

- children and youth
- minorities and
- pregnant women

The proposals submitted for consideration must:

- be based on programs proven to be effective for the populations targeted

A proposed timeline was also submitted. The RFPs will be distributed to community, medical, educational, and state-level organizations; and will also be available to other interested parties.

Doctor Torabi moved to accept the interim strategy, it was seconded by Karen Freeman-Wilson. Mr. Farris asked for discussion from the Board. Doctor Huber commented he: 1) felt that some of the Board members should have been included in the preparation of the interim strategy; 2) wondered why the urgency to spend the money; and 3) is concerned about the availability of an adequate amount of staff needed. Mr. Farris responded that there is adequate staff that can be called upon from various state agencies to help the Board achieve their goals. Pat Rios stated that the budget meeting to approve funds for hiring staff for the new agency will be held within the next month. Mike Meyer asked if the Board will be part of the evaluation of the proposals submitted. Mr. Farris stated that the Board would be part of that evaluation process. Doctor Huber moved to amend the motion to include a consultant to guide the Board. Mr. Farris asked Doctor Torabi if he accepted the amendment to his original motion. Doctor Torabi responded that he would prefer the amendment be a separate motion so as not to hold up the preparation of the RFPs.

Karla Sneegas asked for clarification about the proposals being based on "proven" effectiveness. Mr. Farris responded that the intent was not to fund a unique first-time proposal, but to fund an existing program that has already been evaluated in some way. Ms. Sneegas also commented that the Board needs to be specific in what should be included in the grant proposals. Mr. Farris called for a vote on the motion before the Board to accept the interim strategy for RFPs. It passed unanimously.

There was discussion on the funding timeline for the grants. Ronnie Greenberg moved that the RFPs be drafted with a 12-month funding timeline, it was seconded by Doctor Blood and passed unanimously.

IV. Administrative Update

Executive Director Search Committee

Mr. Farris reported that all of the Committee members could not attend the first meeting. A second Committee meeting will be scheduled very soon to again review the applications submitted and compile a smaller group of candidates to be interviewed.

Doctor Feldman distributed a section from the California Department of Health Tobacco Control Report that deals specifically with changing the culture and social acceptability of tobacco use.

Ronnie Greenberg announced that she is leaving the American Lung Association and, therefore, will be sending a letter to the Governor stating that she will be resigning from the Board.

Ms. Greenberg commented that Conflict of Interest forms and/or an Ethics Policy still need to be prepared and signed by each Board member.

The Executive Board meeting adjourned at 3:40 p.m.